

DEFENDANT A	United States District Court Northern District of California
	Case No. <b>4:20-cv-05640-YGR</b>
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. <b>DX-3233</b>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

APR 2019

# FORTNITE

## North America Publishing Update

April 2019



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# FORTNITE 2018 - BY THE NUMBERS



52 Content Updates



125M Battle Passes Sold



Over 17M StW Players

## CCU HIGHS



**Rocket: 7.5M**  
(JUNE)



**Playground: 6.2M**  
(JUNE)



**Season 5: 7.3M**  
(JULY)



**Butterfly: 8.3M**  
(NOVEMBER)



**Christmas: 7.1M**  
(DECEMBER)



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# FORTNITE 2018 - BY THE NUMBERS



**MARCH/AUGUST:**  
iOS/Android - 45M New Players



**MAY:**  
Thanos LTM - Over 30M DAU



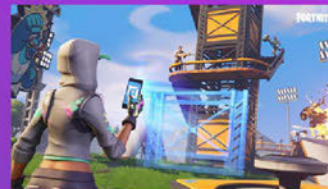
**JUNE:**  
Competitive - 38M Players LTD



**JUNE:**  
Switch - 10M New Players LTD



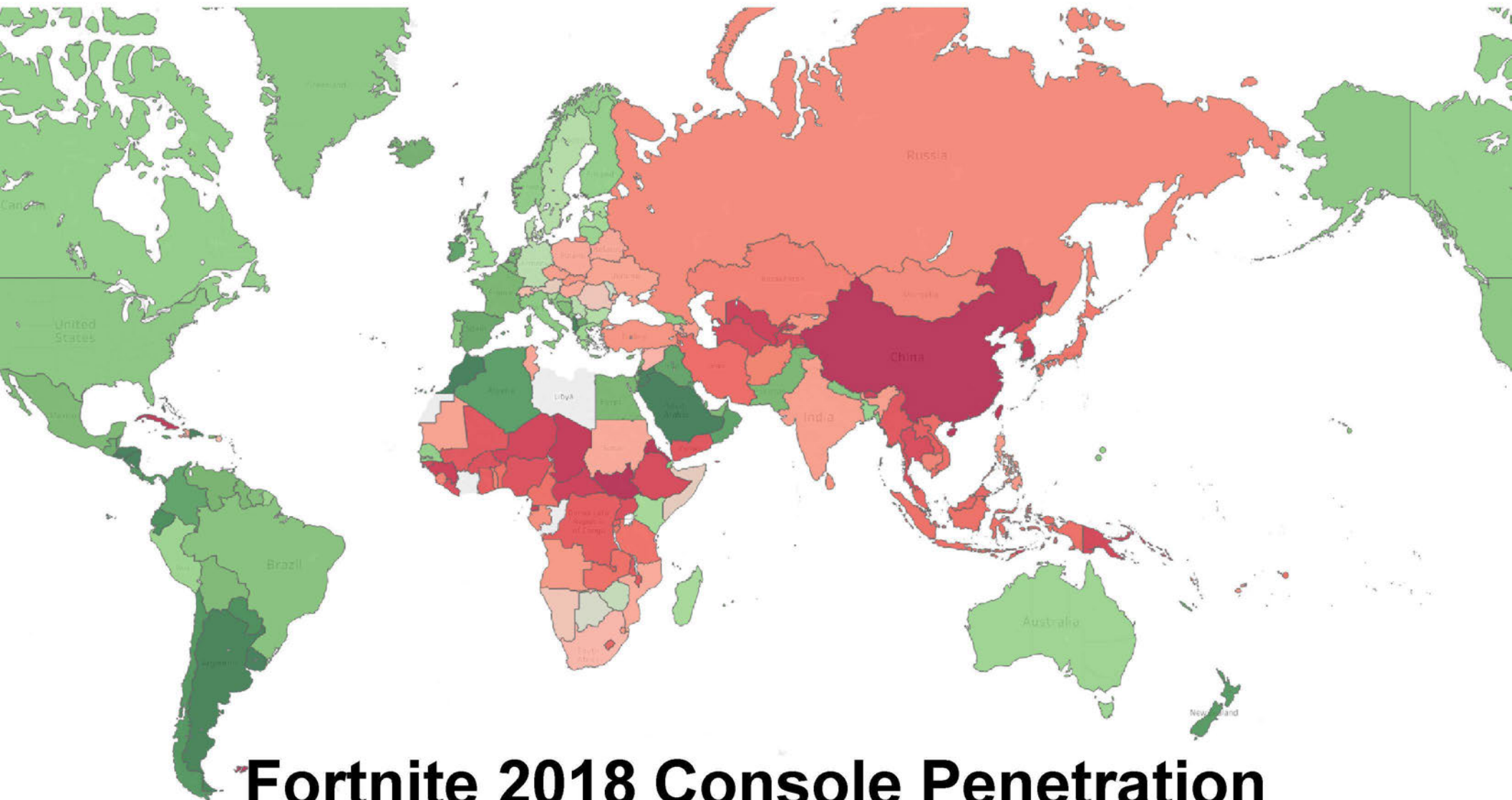
**SEPTEMBER:**  
High Stakes - 2.7M Units Sold



**DECEMBER:**  
Creative - Over 10M DAU

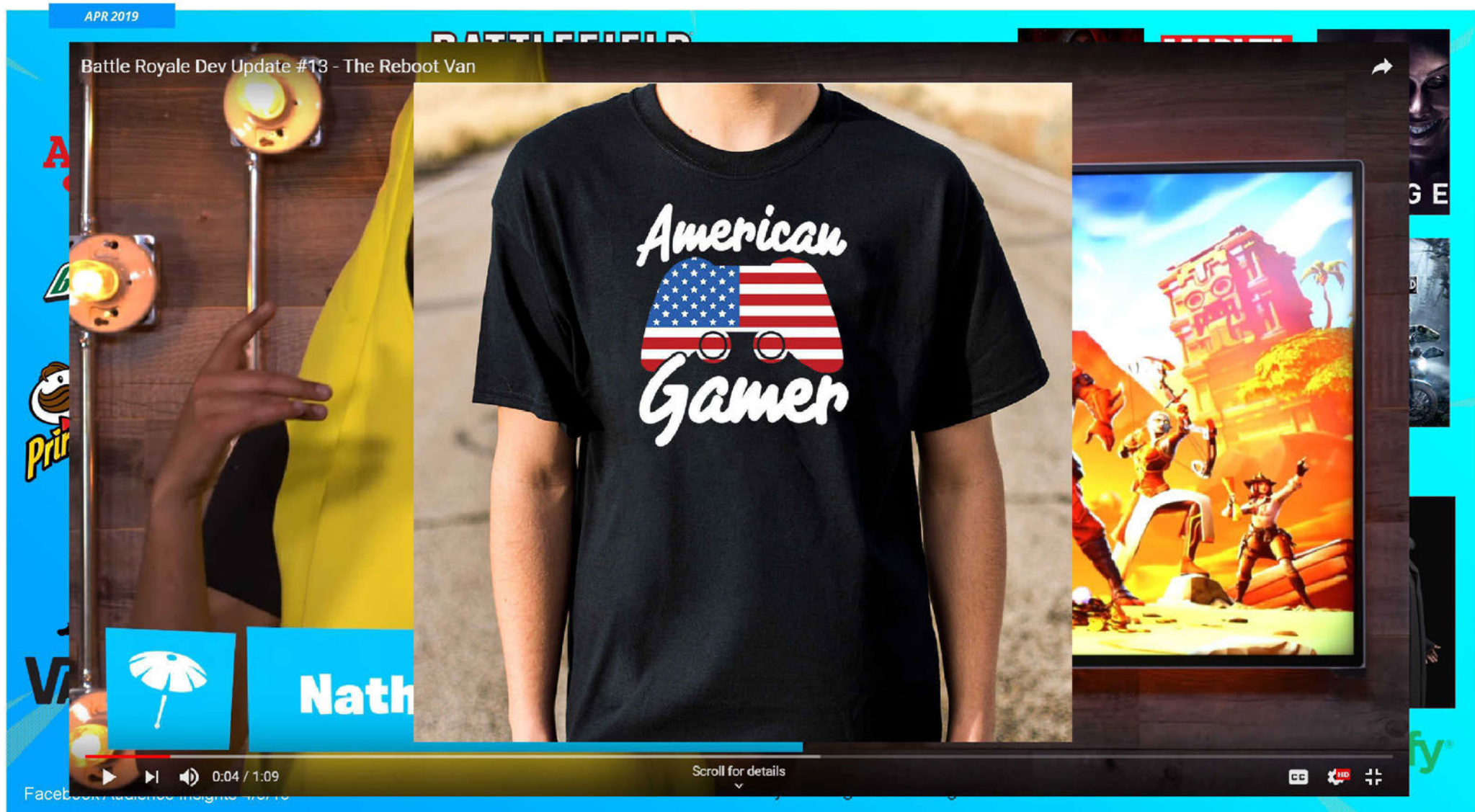


**DECEMBER:**  
Frozen Legends - 4.9M Units Sold



# Fortnite 2018 Console Penetration

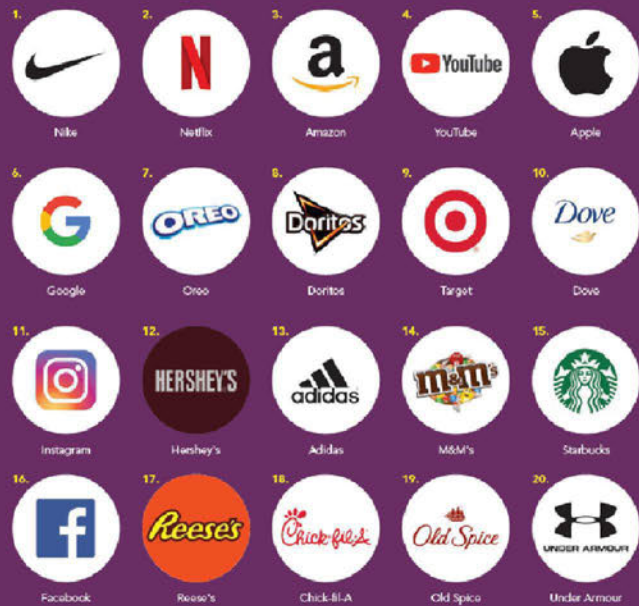




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## Top 20 Youth Brands

13-39 year-olds



### Splurges They Don't Regret

13-17-year-olds	18-24-year-olds	25-36-year-olds
1. Food	1. Food	1. Food
2. Video games	2. Clothes	2. Clothes
3. Education	3. Beauty products / services	3. Dining out
4. Clothes	4. Dining out	4. Beauty products / services
5. Shoes	5. Video games	5. Travel

## TOP 10 MONTHLY EXPENDITURES

### 18-24-YEAR-OLDS

2018 2019

Average monthly spending power= \$1,120



### 13-17-YEAR-OLDS

2018 2019

Average monthly spending power= \$80



### Q. Which of your devices can you not live without?

#### 13-17 males

smartphone [83%]  
gaming console [36%]  
laptop/netbook [34%]  
headphones [31%]  
tablet [21%]

#### 13-17 females

smartphone [90%]  
headphones [45%]  
laptop/netbook [34%]  
TV streaming device [19%]  
smart TV [15%]

#### 18-36 males

smartphone [61%]  
laptop/netbook [29%]  
desktop computer [21%]  
HD/4K TV [19%]  
headphones [19%]

#### 18-36 females

smartphone [88%]  
laptop/netbook [54%]  
headphones [28%]  
TV streaming device [15%]  
smart TV [12%]



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# Influencers are Important for Teens

## Who are they following?

### 13-17:

friends [92%]  
family [78%]  
online celebrities/creators [63%]  
people who share their interest [49%]  
musicians [49%]  
Hollywood celebrities [46%]  
meme accounts [43%]  
artists [33%]  
athletes/sports accounts [27%]  
big brands [26%]

### 18-36:

friends [85%]  
family [77%]  
co-workers [49%]  
people who share their interest [47%]  
musicians [46%]  
online celebrities/creators [43%]  
chefs/restaurants [41%]  
Hollywood celebrities [40%]  
small businesses [38%]  
artists [38%]

## TOP 5 DEVICES THEY PLAN TO BUY IN 2019

### 13-17 males

smartphone [29%]  
headphones [24%]  
gaming console [19%]  
smart speaker [18%]  
TV streaming device [18%]

### 18-36 males

smartphone [31%]  
gaming console [22%]  
HD/4K TV [20%]  
smartwatch [20%]  
tablet [20%]

### 13-17 females

smartphone [31%]  
headphones [30%]  
laptop/netbook [13%]  
gaming console [11%]  
fitness tracker [8%]

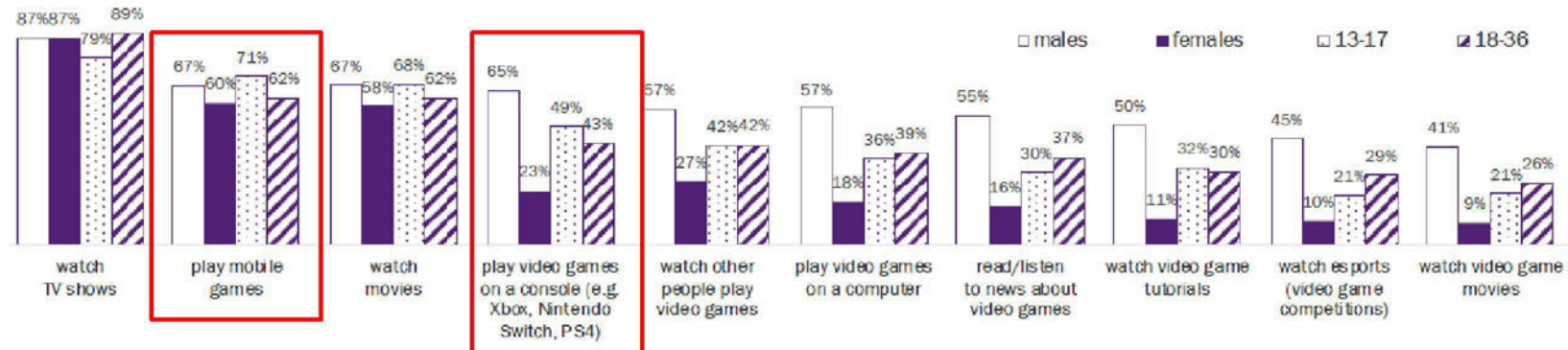
### 18-36 females

smartphone [24%]  
headphones [16%]  
laptop/netbook [16%]  
smartwatch [9%]  
gaming console [8%]

# Consoles are More Important to Males...

# ...But Mobile Drives Female Players

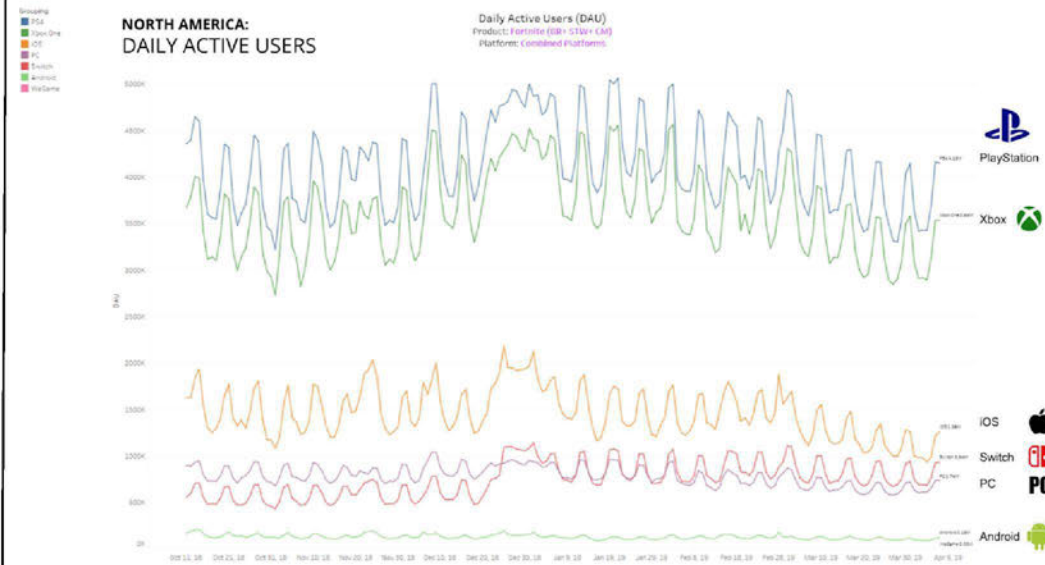
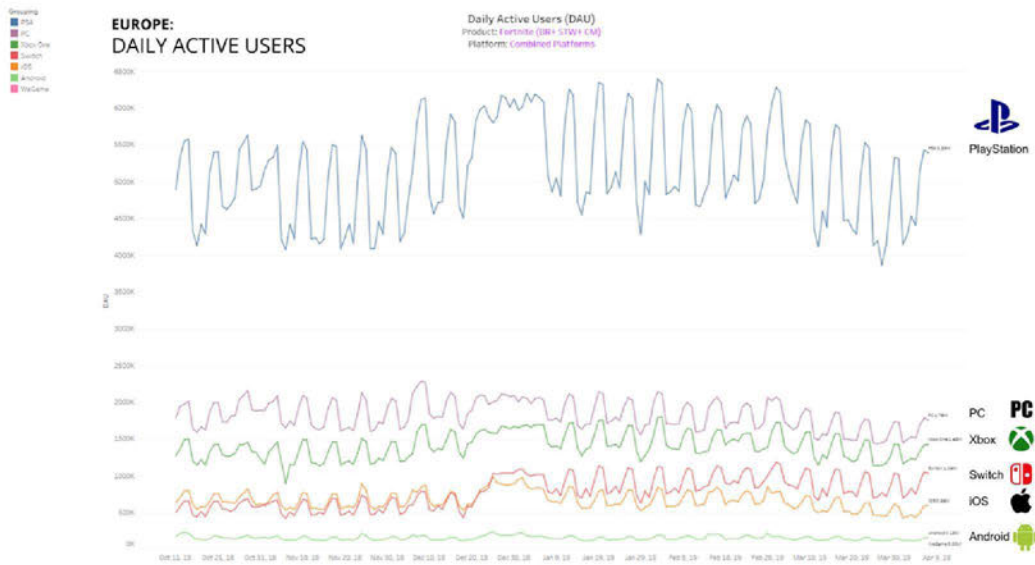
Month	Male							Female						
	Total	13-17	18-24	25-34	35-44	45-54	55+	Total	13-17	18-24	25-34	35-44	45-54	55+
Mar-19	77%	26%	28%	16%	4%	2%	2%	23%	7%	8%	6%	2%	1%	1%
Feb-19	77%	26%	28%	16%	4%	2%	2%	23%	7%	8%	5%	2%	1%	1%
Jan-19	77%	26%	28%	16%	4%	2%	2%	22%	7%	8%	5%	2%	1%	1%
Dec-18	78%	27%	28%	16%	4%	2%	2%	22%	7%	8%	5%	2%	0%	1%
Nov-18	77%	27%	28%	15%	4%	2%	2%	22%	7%	8%	5%	2%	0%	1%
Oct-18	78%	26%	29%	16%	4%	2%	2%	22%	7%	8%	5%	2%	0%	1%
Sep-18	79%	27%	30%	16%	3%	2%	2%	21%	7%	7%	5%	1%	0%	0%
Aug-18	79%	27%	30%	15%	3%	2%	2%	21%	7%	7%	5%	1%	0%	0%
Jul-18	79%	27%	30%	15%	3%	1%	2%	20%	7%	7%	4%	1%	0%	0%
Jun-18	79%	26%	31%	16%	3%	1%	2%	21%	6%	8%	5%	1%	0%	0%
May-18	79%	25%	31%	16%	3%	1%	2%	21%	6%	8%	5%	1%	0%	0%
Apr-18	80%	26%	32%	16%	3%	1%	2%	20%	6%	7%	4%	1%	0%	0%
Mar-18	81%	27%	33%	16%	2%	1%	2%	18%	6%	7%	4%	1%	0%	0%
Feb-18	83%	27%	34%	17%	2%	1%	2%	16%	6%	6%	3%	1%	0%	0%
Jan-18	84%	27%	34%	17%	2%	1%	2%	15%	5%	6%	3%	1%	0%	0%
Dec-17	85%	27%	35%	17%	2%	1%	2%	15%	5%	6%	3%	1%	0%	0%
Nov-17	85%	27%	35%	17%	2%	1%	2%	14%	5%	6%	3%	1%	0%	0%
Oct-17	86%	26%	35%	19%	3%	2%	2%	13%	4%	5%	3%	1%	0%	0%





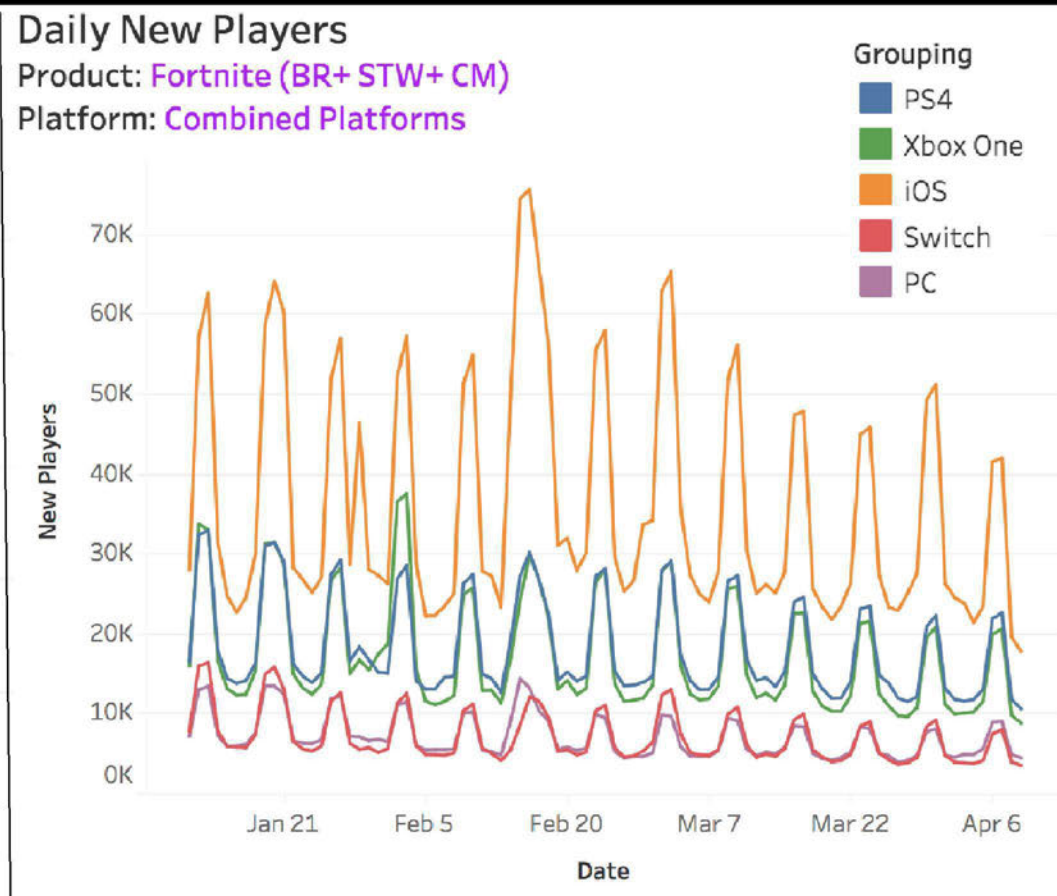
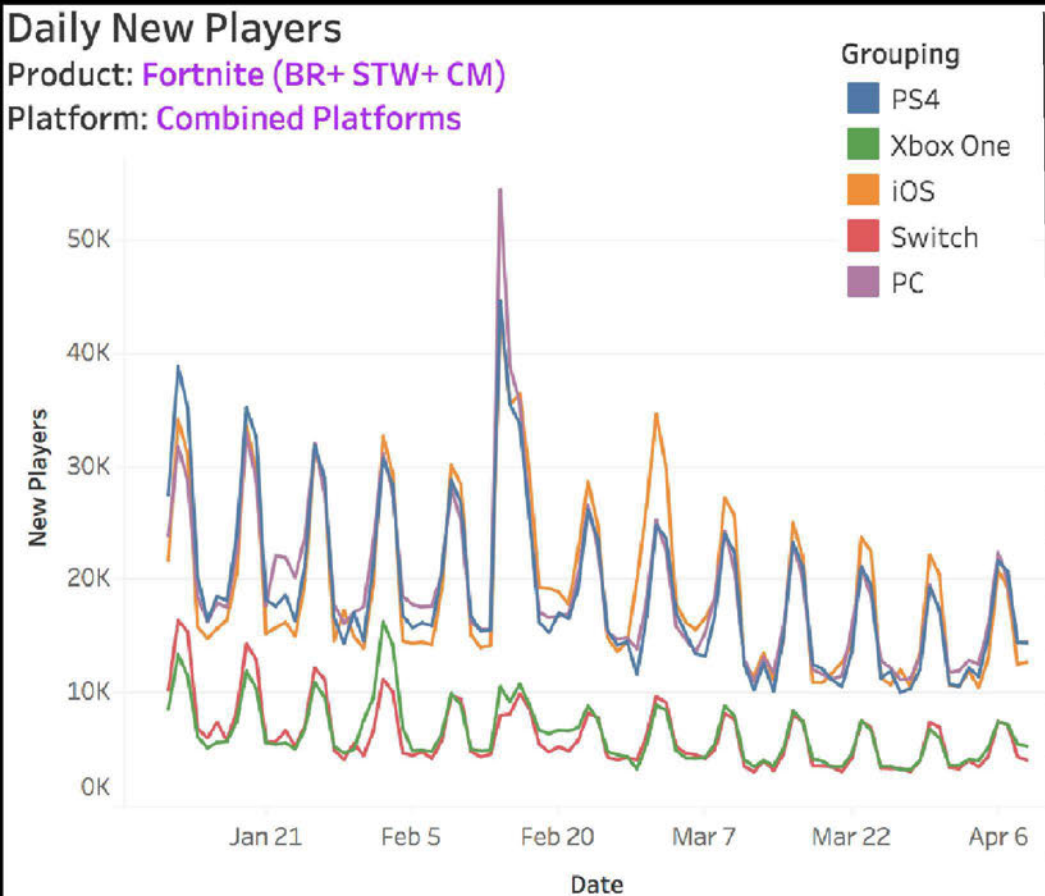
# EUROPE

# NORTH AMERICA



# EUROPE

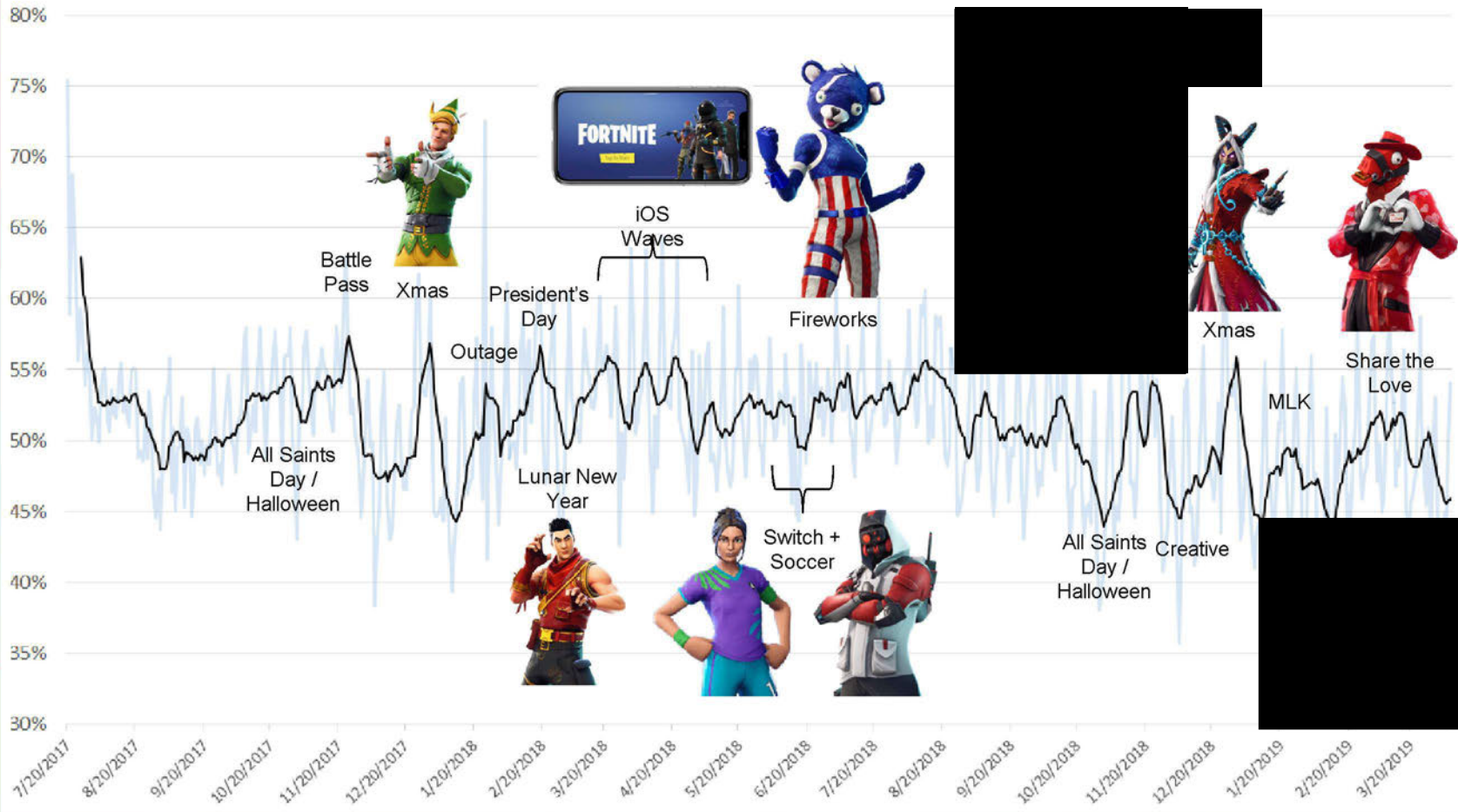
# NORTH AMERICA





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# Fortnite NA Daily Revenue % versus ROW



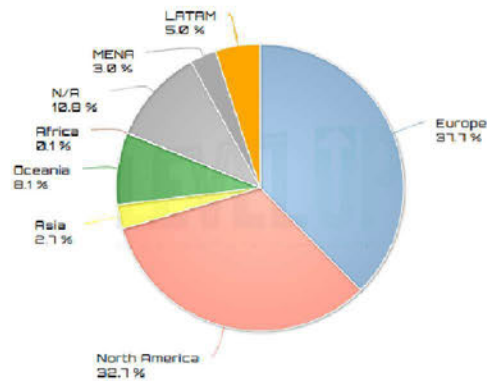
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# NA Fans Love Global YouTube Content

## BROADCASTERS COUNTRIES

ZONES GRAPH

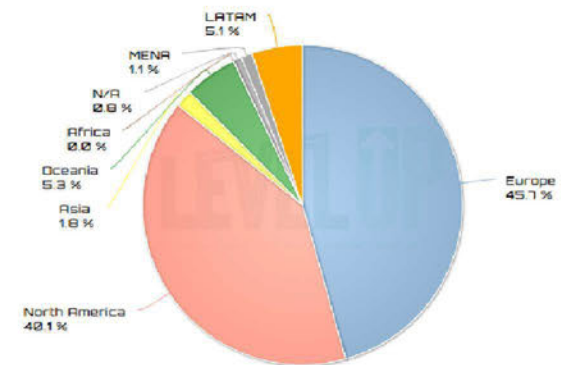
COUNTRIES LIST



## VIEWERS COUNTRIES

ZONES GRAPH

COUNTRIES LIST

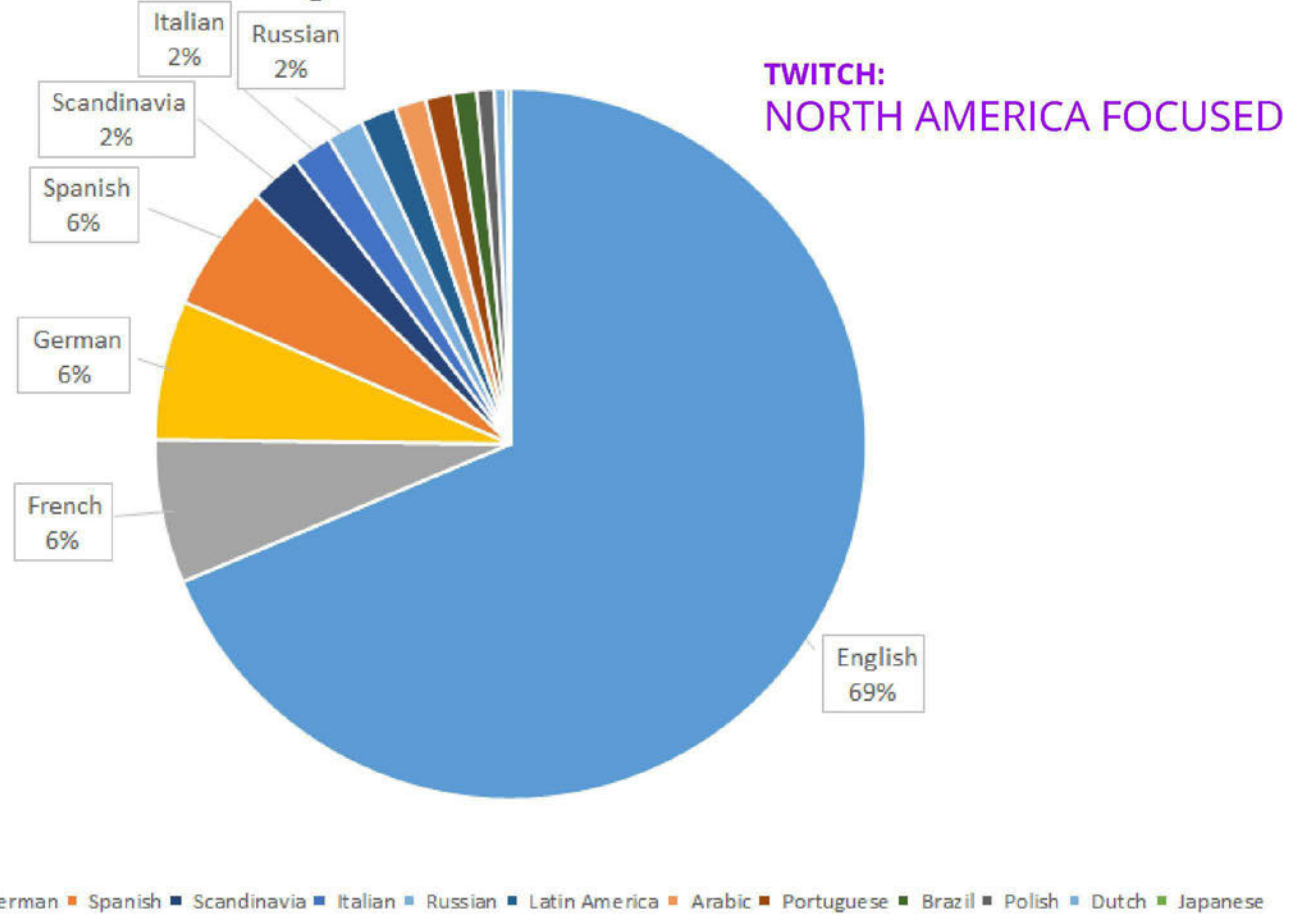


Fortnite YouTube VOD Broadcasters/Viewership



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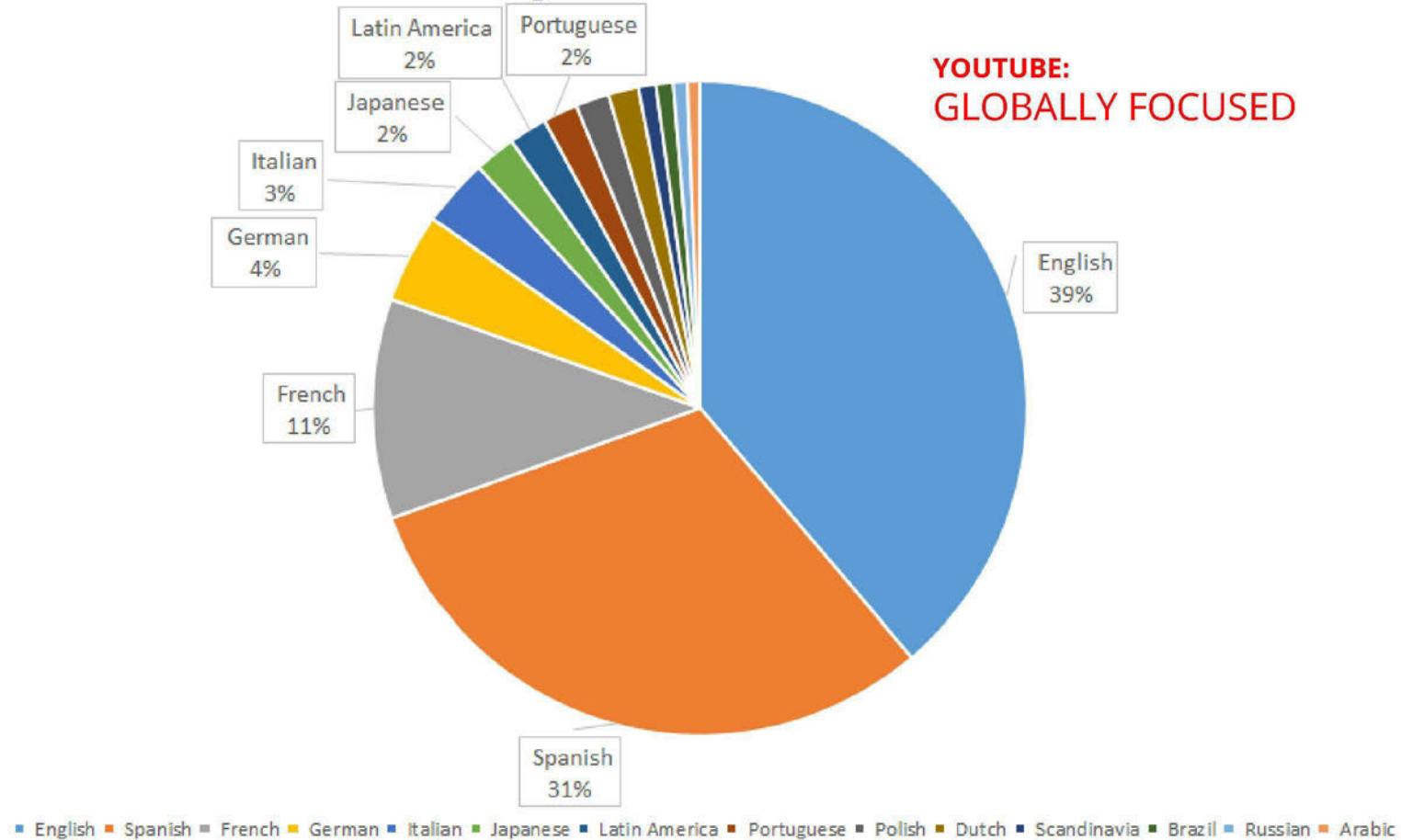
### Twitch Streaming Worldwide Cumulative Max Viewers



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### YouTube Streaming Worldwide Cumulative Max Viewers

**YOUTUBE:  
GLOBALLY FOCUSED**





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# Fortnite 2019 - North America

**Attach to New Hardware**

**New Opportunities on Mobile (Fortnite)**

**Amplify Partnership Beats**

**More Creative Mode Collaborations**

**Expand Influencer Outreach - Support-A-Creator**

**Fortnite 2.0: New Users + Re-Engagement**





